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ARTISTIC

* Trade Name Registered U. S. Patent Office



ENT OFFICE

OCT 5 1942

Fluorescent

LAMPS

THE NEXT BEST THING TO DAYLIGHT



For
**PRACTICAL DAYLIGHT
AND
EASIER SEEING**



**FLUORESCENT TUBES
NOT INCLUDED**

The Next Best Thing To Daylight

"I-EZE" Fluorescent Lamps by Artistic provide maximum lighting efficiency and practical daylight for offices, stores, workrooms and homes. These lamps have been styled to harmonize with all types of interiors and scientifically engineered to give illumination that is cooler, softer and easier on the eyes. All reflecting surfaces are specially treated to reflect the greatest amount of light evenly over a wide area. The lamps themselves are handsomely styled and richly finished in Flemish Bronze.

**RETURN TO
DESIGN DIV.**

ARTISTIC LAMP MFG. CO., INC.

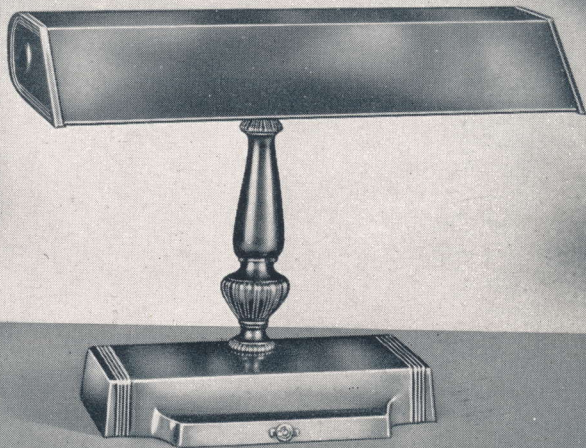
NEW YORK, N. Y.

The Executive

Two-light desk lamp for executives' desk or fine home. Extremely decorative in a refined way and highly efficient. Built-in 90% power factor and auxiliaries practically eliminate stroboscopic flicker. 18½" reflector. Takes 2 T-8, 15 Watt Fluorescent Tubes. Height 15".

AC 61-2F: For A. C. operation **\$25.00**

DC 62-2F: For Direct Current operation
\$26.00



AC 61-DC 62



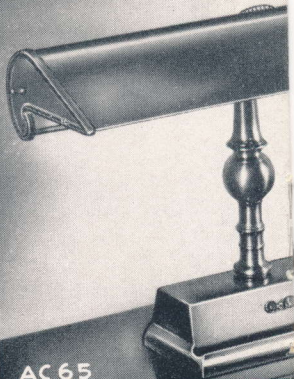
AC 69-DC 70

The Clipper

A very practical lamp for every purpose. Adjustable reflector enables you to put the light where you want it. Takes one T-8, 15 Watt Fluorescent Tube. 18½" reflector. Height 15".

AC 69: For A. C. operation \$16.50

DC 70: For Direct Current operation \$17.50



AC 65

The Lo

AC 65: Only 11¾" high over it. 18½" reflector. T rescent tube. Push butto

AC 65: For A. C. oper

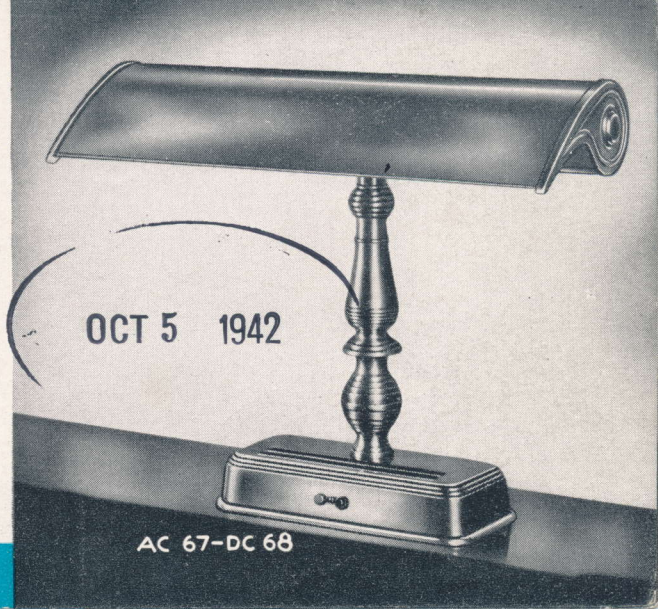
DC 66: For Direct Curre

The Victory

Particularly pleasing in effect and efficiency. 18½" reflector. Takes one T-8, 15 Watt Fluorescent tube. Push button control. Base grooved for a pencil and pen. Height 15".

AC 67: For A. C. operation **\$12.50**

DC 68: For Direct Current operation **\$13.50**



AC 67-DC 68

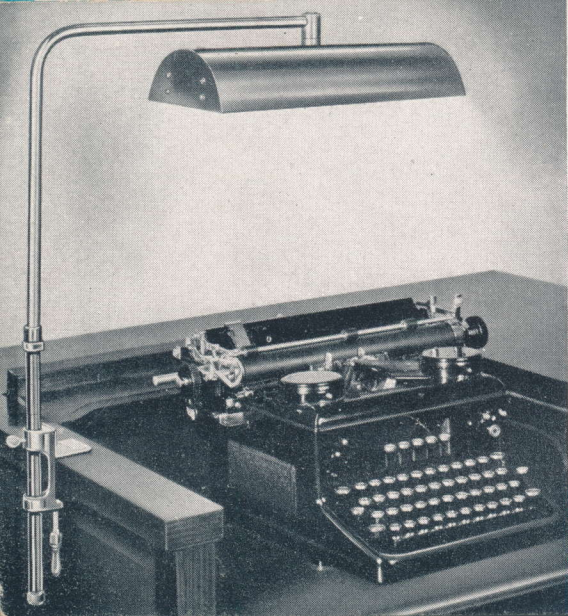
DC 66

Boy

so that you may see
takes one, 15 Watt Fluor-
escent tube. Push
button control.

tion **\$11.90**

t operation **\$12.90**



The Secretary

Two-light fluorescent desk lamp for the secretary's desk or draftsman's table . . . in fact for wherever a fully adjustable lamp is needed. Swivel permits adjustment of stem or $15\frac{1}{4}$ " reflector. 15" horizontal arm may be raised or lowered. Takes two T-12, 14 Watt Fluorescent tubes. Slide finished in Chrome. Special finger-tip safety clamp fastener.

AC 63-2: For either A.C. or D.C. operation

\$20.00

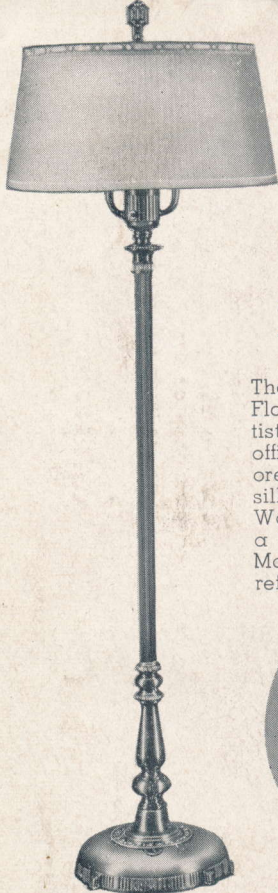
The Student

Just the lamp for typewriter desk, artist's table or boy's study desk. Takes no desk room at all and cannot be pushed over. 15" horizontal arm may be raised or lowered from 15" to 23", may be turned as needed. 18½" reflector is also fully adjustable. Special fingertip safety clamp fastener. Takes one T-8, 15 Watt Fluorescent tube. Slide finished in Chrome.

AC 71: For A. C. operation \$17.50

DC 72: For Direct Current operation \$18.50

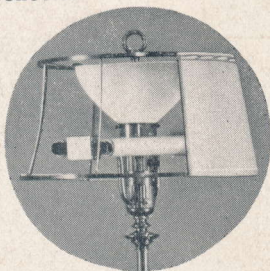




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Artistic Fluorescent Floor Lamps

These Artistic Fluorescent Floor Lamps styled by Artistic bring to the home or office the efficiency of fluorescent lighting. Under the silk shade are two T-12, 14 Watt Fluorescent tubes and a Tri-Lite 100-200-300 Watt Mazda bulb within 10" glass reflector.



F8-31: Finish Flemish-Bronze or Bone and Gold _____ **\$22.50**

This diagram shows the construction of Artistic Fluorescent Floor Lamps. All light sources are concealed by the decorative silk shade.

ARTISTIC LAMP MFG. CO., Inc.

395 FOURTH AVENUE

NEW YORK, N. Y.